

# Status Update

## Texting to Toll-Free Numbers



Federal Communications  
Commission – Wireless  
Bureau  
Washington, DC  
February 23, 2016

# Our Goals



**To explain the role of Somos and the Texting & Smart Services (TSS) Registry in the ecosystem**



**Demonstrate use of the TSS Registry by Service Registrars and Resp Orgs**

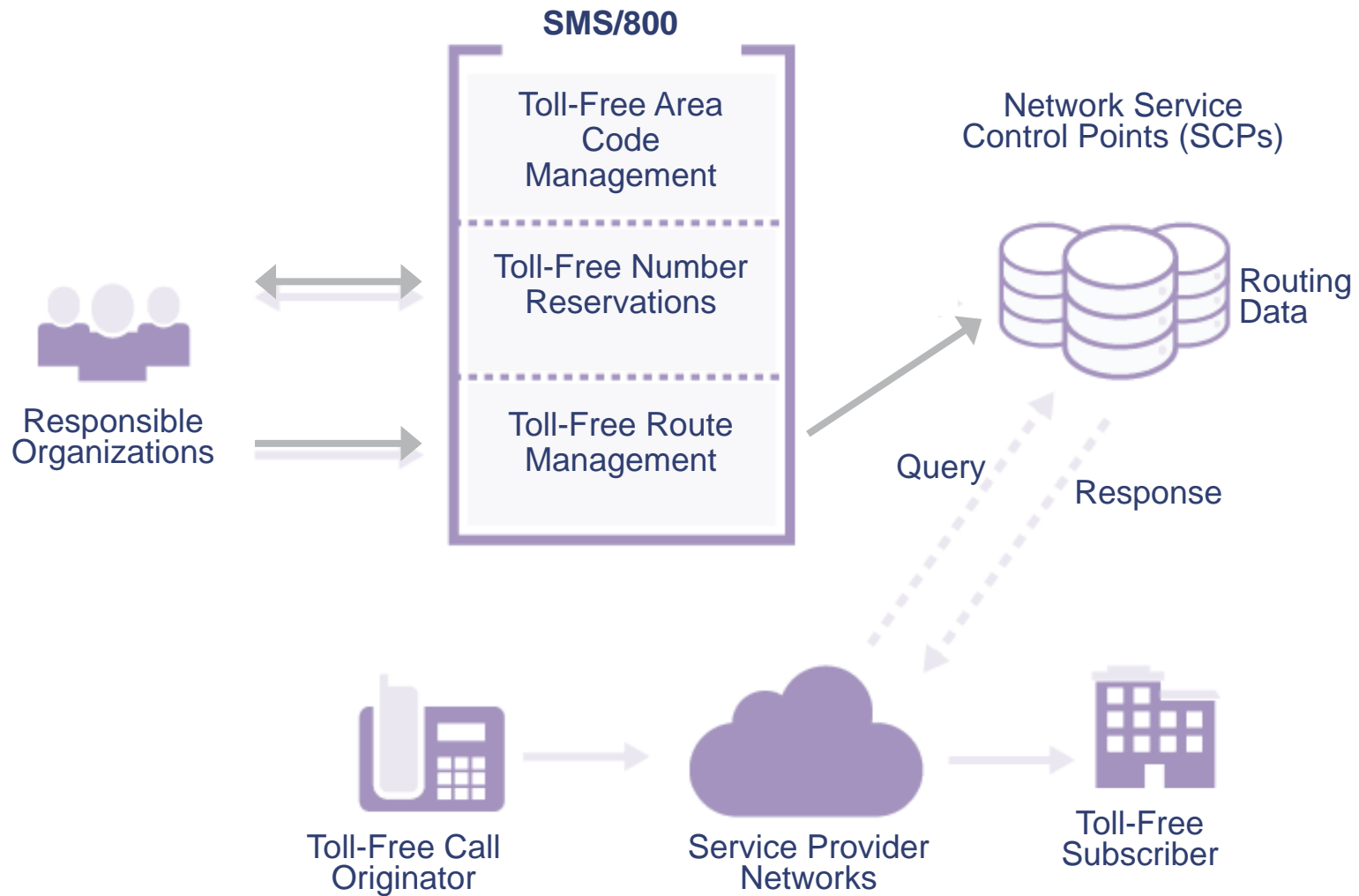


**Explain the implications of providers not using the TSS Registry**



- **Formerly known as SMS/800, Inc.**
- **Provide the on-demand number search and reservation system for Toll-Free Numbers**
- **Provide routing data for all Toll-Free Numbers**
- **Manage new Toll-Free area code opening**
- **Serve as Toll-Free Neutral Administrator**
- **Provide the Texting & Smart Services (TSS) registry for Toll-Free Numbers**

# How Toll-Free Voice Works



# TSSRegistry

Powered by  SOMOS™

"We're excited about [Somos's] expansion of its registry services so that there is a trusted registry providing a single 'golden record' of services associated with a toll-free telephone number."

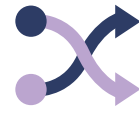
David Diggs, CTIA's Vice President of Wireless Internet Development

# Why Somos?



# TSSRegistry

Powered by  SOMOS™



**Serve as the  
authoritative registry**



**Validate working  
numbers**



**Notify Responsible  
Organizations**

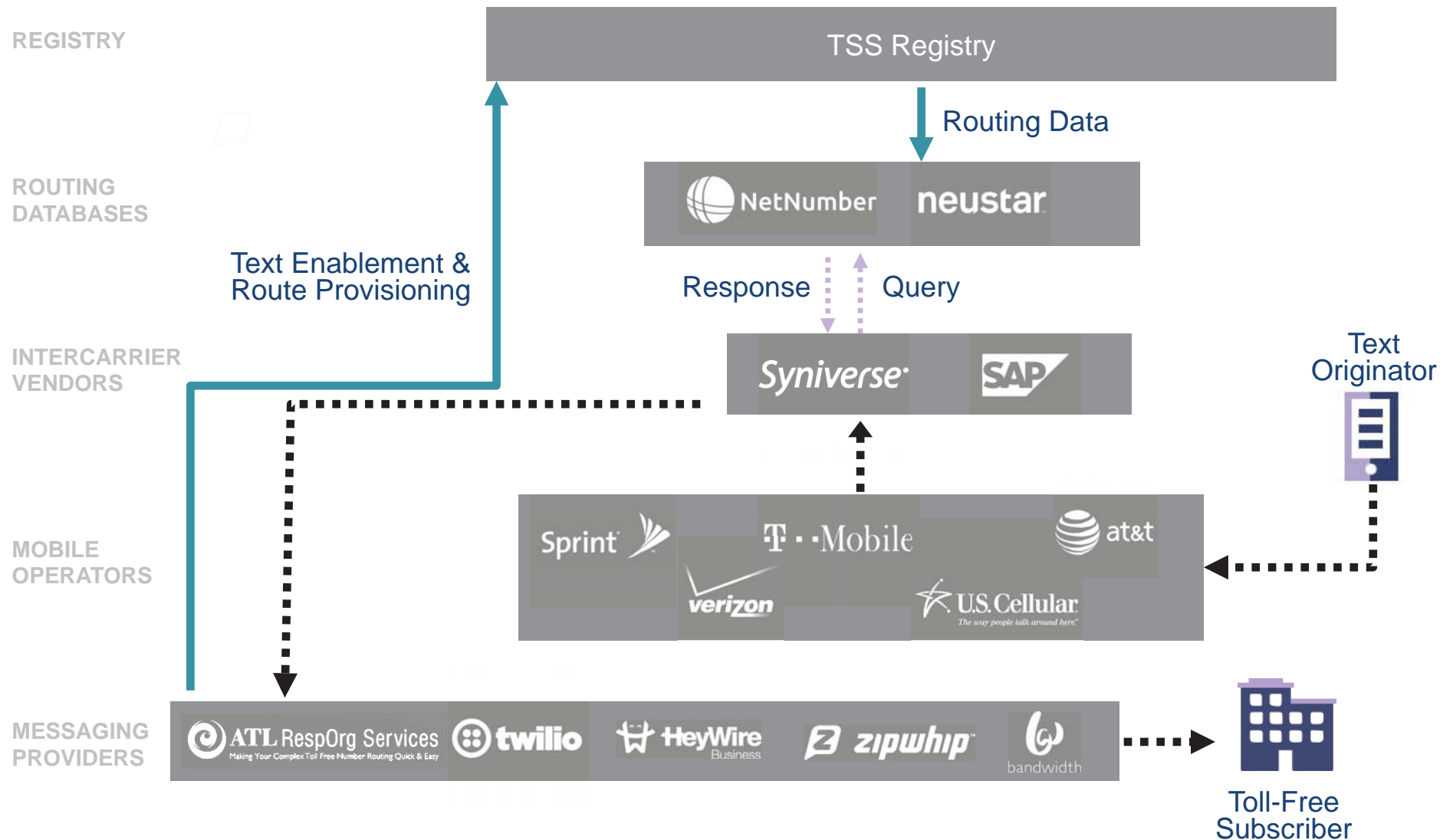


**Provide non-  
discriminatory access**



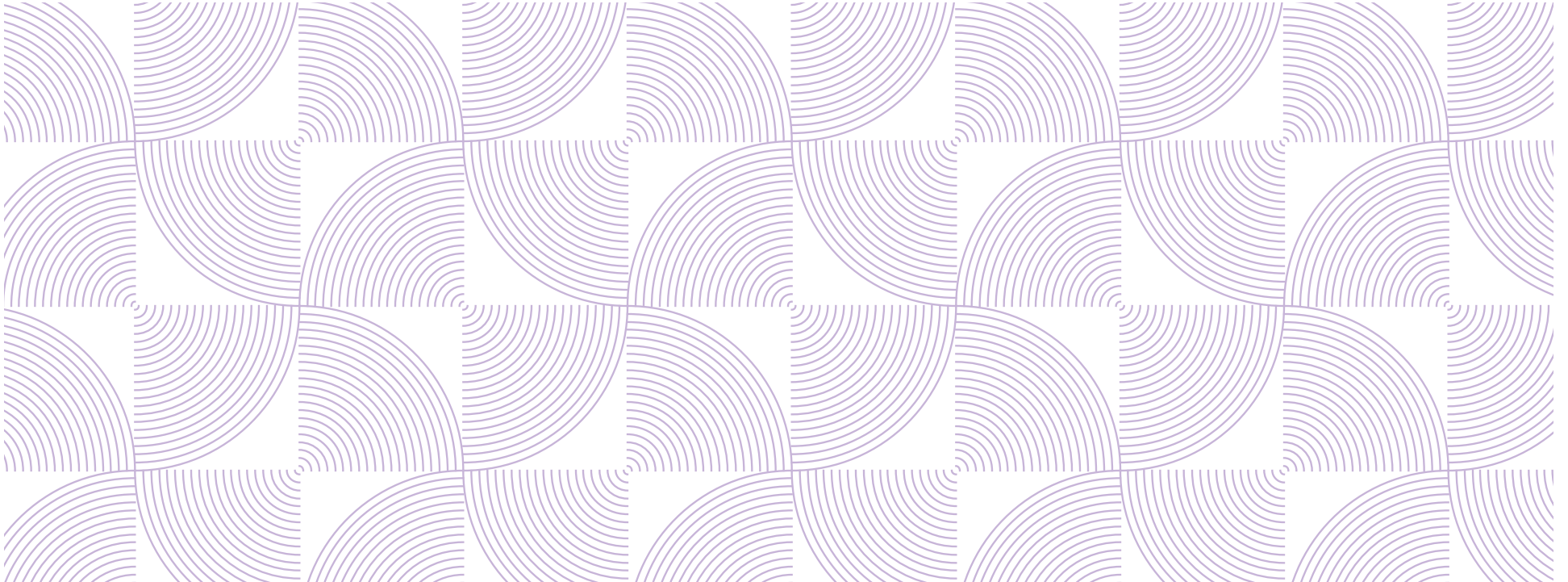
**Adhere to CTIA  
guidelines**

# Ecosystem Overview

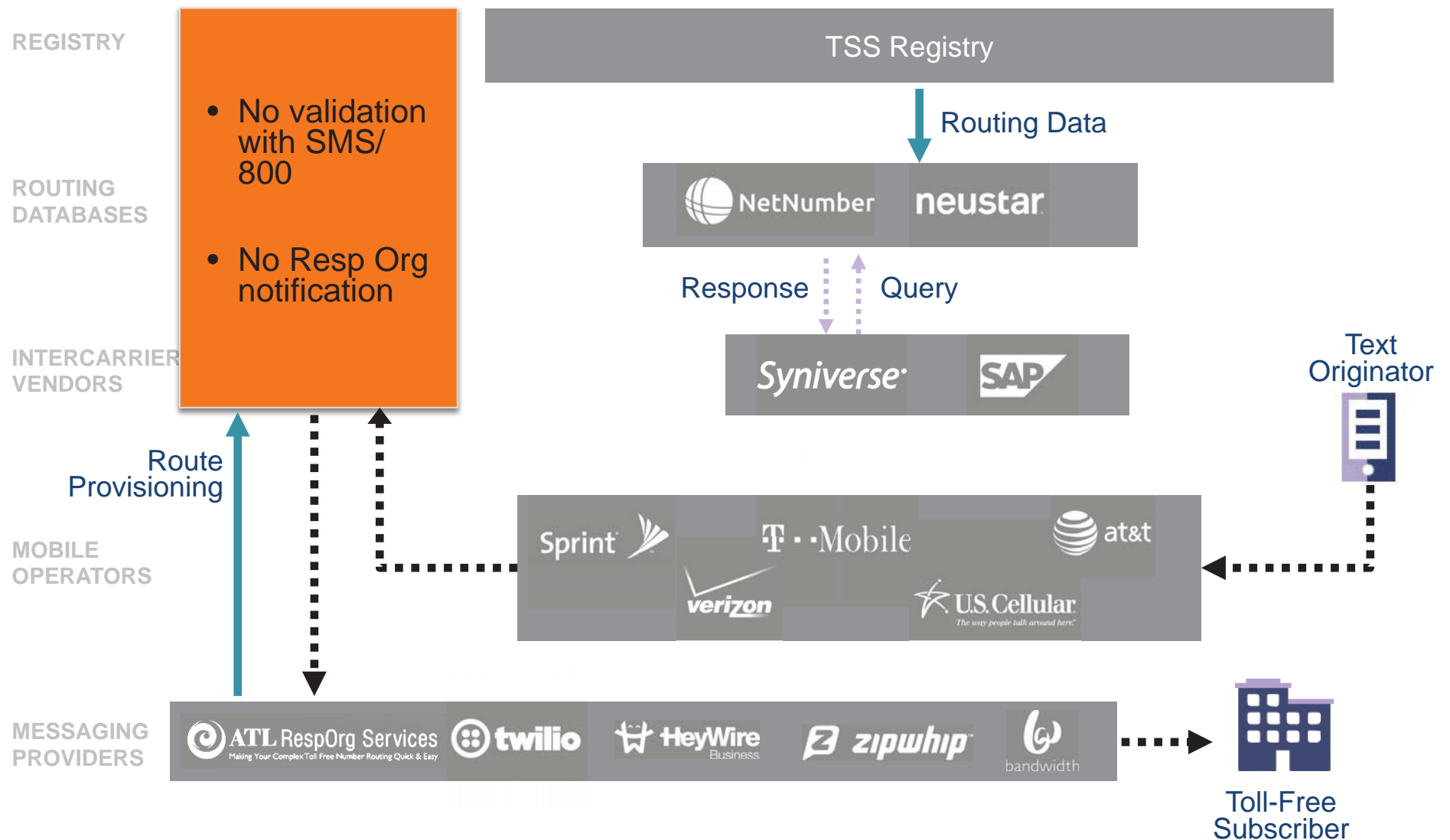




# **TSS Registry – Live Demonstration**



# Ecosystem Today



# Our View: CTIA Guidelines Are Not Being Met

## Guideline



TSS is the **authoritative registry** for Toll-Free messaging services



Only **working and assigned** Toll-Free numbers can be text-enabled



**Seek** authorization from Resp Orgs for the enablement of new services

## Reality

**Incorrect and unauthenticated** data has been used to route and bill messages

**Non-working** Toll-Free Numbers have been text-enabled

Numbers have been text-enabled **without notifying** the Resp Org

# Potential Consequences



## Consumer Fraud

- Consumer contacts unrelated party, permitting potential financial fraud



## Business Reputation

- Unrelated party causes harm to Toll-Free subscriber's business



## Integrity of Toll-Free

- Toll-Free no longer trusted by consumers or subscribers



## CALEA

- Law Enforcement not able to quickly find the true, accurate service provider from a fully reliable source

# Our Goals



**Protect the integrity of Toll-Free by ensuring 100% participation in the TSS Registry**



**Ensure all Mobile Operators and their vendors comply with CTIA guidelines**



**Ensure a fair and competitive ecosystem for all players**



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